

Central WI Farm Fresh Atlas

Reach consumers across the region.... Purchase a listing in the 2008 Central Wisconsin Farm Fresh Atlas.

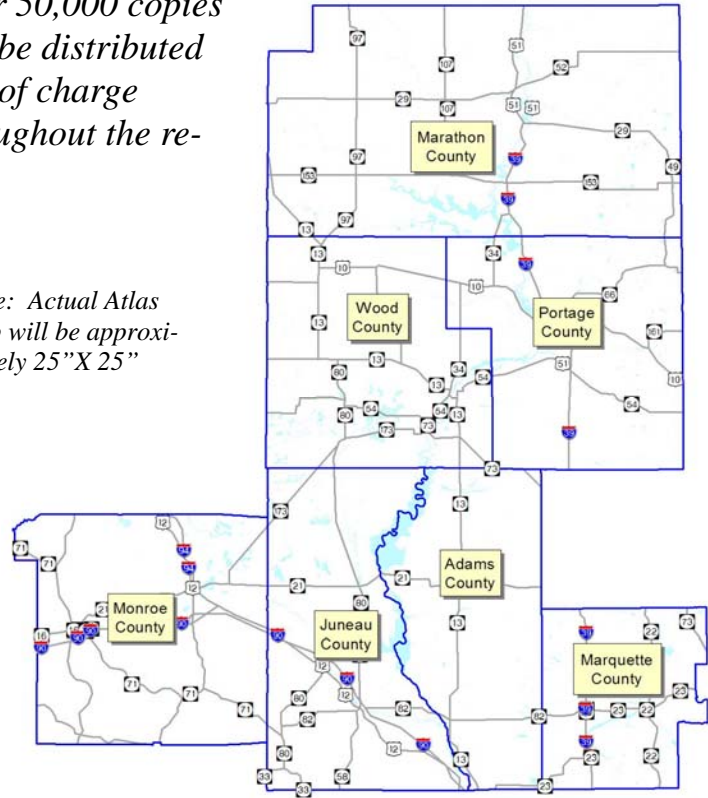
"It was the best money we've ever spent on advertising."

- direct quote from two of last year's producers listed on the Southeast WI Farm Fresh Atlas

To see what an existing Atlas looks like, visit the website for the Farm Fresh Atlas of Southern Wisconsin. <http://www.reapfoodgroup.org/atlas/index.htm> ***Note: The Central Wisconsin Atlas will be a fold-out map, not a booklet

Over 50,000 copies will be distributed free of charge throughout the region

Note: Actual Atlas map will be approximately 25"X 25"



Why should I list in the Central WI Farm Fresh Atlas?

Consumers want a stronger connection to where their food comes from and are making purchasing decisions based on that philosophy. Help them find you!!!

Who can be included?

The *Farm Fresh Atlas* lists farmer's market vendors, CSA farms, direct marketing farms, u-pick operations, farm stands, cheese makers, and other farms and related businesses. Participants must pledge that they are family or cooperatively owned and operated in a way that protects natural resources.

The Anticipated Release

The *Atlas* will be released September, 2008.

How much does it cost?

Listings cost \$50 for farms and \$100 for non-farm, retail businesses. Farmer's markets are free!

Sponsorship opportunities

Sponsorships are \$250 and will receive listings and acknowledgement in a special section of the *Atlas*. For details, email ebertb@co.portage.wi.us or call Bill Ebert at 715-343-6214.

Who's behind the *Atlas*?

UW-Extension, UW-Stevens Point, Wisconsin Farmers Union, Golden Sands Resource Conservation & Development Council, Land Conservation Departments, and the North Central Regional Planning Commission.).

How to participate

Fill out and return the application form on the back of this flyer. For more information, email ebertb@co.portage.wi.us or call Bill Ebert at (715) 343-6214.

Applications are due on March 30, 2008.

Central WI Farm Fresh Atlas application

Please return by March 30, 2008

Your name: _____ Farm/business name: _____

Please check the category that best describes your operation: ___ farm ___ farmer's market ___ sponsor ___ non-farm retailer

Farm/business address: _____ County: _____

City: _____ State: _____ Zip: _____ Phone (REQUIRED): _____

Fax: _____ Email: _____ Web site: _____

Mailing address (if different): _____

Check here if you do **not** want people visiting your farm (we will include this in your listing) ___

Check here if you do **not** want your email address included in your listing ___

Provide a 75-word description of your farm, farmer's market or business (sponsors), including directions, if desired, as you wish it to appear in the *Atlas*. **U-pick farms MUST provide driving directions to their farms in this description.** We reserve the right to edit descriptions if they exceed 75 words.

Provide detailed directions to your farm, if they are not included in the above description. We will use these to place your farm on the map. These directions will not be printed in the *Atlas*. Also, place a star on the map indicating your rough location (see back)

If you are a farmer or food processor, please rank all of the categories below that describe your business with "1" being the most important, "2" being the second most important, etc.. We will list as many as possible.

___Meat/Poultry ___Cheese ___Fruit ___Vegetables ___CSA ___U-Pick ___Eggs ___Herbs/Flowers
___Pumpkins ___Honey/Maple Syrup ___Craft/Fibers ___Health/Beauty ___Certified Organic (Certifier:_____)

We ask that all farms and businesses listed in the Central WI Farm Fresh Atlas pledge their commitment to the criteria described below. We rely on the good faith of everyone listed in the *Atlas* to uphold these principles.

Farms—I pledge that my farm:

- Is family or cooperatively owned
- Is committed to reducing the application of synthetic pesticides and fertilizers
- Is operated in a way that protects and sustains the region's land and water resources
- Treats animals with care, respect and access to the outdoors
- Provides safe, fair working conditions for employees
- Sells Wisconsin products that we have grown on our farm or helped produce

Businesses—I pledge that my business:

- Is locally and family or cooperatively owned or is a non-profit organization whose mission is to promote a sustainable, regional food system
- Is operated in a way that protects and sustains the region's land and water resources
- Provides safe and fair working conditions for employees
- Sells products grown on Wisconsin farms, or sells products made by our business using raw materials grown on Wisconsin farms, or uses fair trade, sustainably or organically raised ingredients in our products when local ingredients are not available

Signature

date

Payment: ___ \$50 farm listing ___ \$100 non-farm retailer ___ \$250 sponsorship listing ___ (free) Farmer's Market

Make checks payable to Golden Sands RC&D Council and return to: Golden Sands RC&D, 1462 Strongs Avenue, Stevens Point, Wisconsin, 54481. Thank you!